ORDER

Orders Order / Rev: 37244 Alt Order #: 08863936

> Product Desc: Issue

Estimate: 1771

Flight Dates: 09/11/12 - 09/24/12 Original Date / Rev: 09/12/12 / 09/13/12

Order Type: **GENERAL**

Primary AE: Mike Jones

Sales Office:

Sales Region:

KLAS

K-WAS National

Agency

Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Great American Media

Billing Calendar: Billing Cycle:

Billing Type:

Agency Commission:

Cash

Broadcast EOM/EOC

15%

00:10:00

Advertiser

Name:

DSCC

LV1

AGY, POL, ISS

Demographic:

A35+ Product Codes: PO4

Priority:

Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	start Date End Date # Spots		Gross Amount	Net Amount		
08/27/12	09/24/12	47	\$67,900.00	\$57,715.00		

T	o	ta	l	5

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$67,900.00	\$57,715.00	0.00
Totals	47	\$67,900.00	\$57,715.00	0.00

Account Executives

Account Executive Sales Office		Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$67,900.00
Market	100%	\$226,333,33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$56,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,316.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	09/18/12	09/21/12	8 News Now 6a N 8 News Now 6a N		6-7a	-TWTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
8 NEWS	NOW A	Г6A										
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/	17/12	09/23/12	-TWTF	1	\$900.00	0.00						
E 2 8	09/18/12	09/21/12	CBS This Morning		7-9a	-TWTF	:30	1	\$800,00LV1	0.00 NM	1	\$800.00

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09/11/12 - 09/24/12

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Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--\$800.00 0.00 09/22/12 09/22/12 CBS Early Show - Sat. CM 5-7a ----5-:30 \$500.00LV1 0.00 NM 1 \$500.00 CBS Early Show - Sat. **CBS THIS MORNING SATURDAY** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 ----5-\$500.00 0.00 8 09/18/12 09/24/12 Live w/Kelly CM 9-10a MTWTF--:30 2 \$750.00LV1 0.00 NM 2 \$1,500.00 Live With Regis & Kelly LIVE! WITH KELLY Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 09/18/12 09/24/12 \$750.00 0.00 E 5 8 09/18/12 09/24/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$750.00LV1 0.00 NM 2 \$1,500.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating MTWTF--Week: 09/18/12 09/24/12 \$750.00 0.00 \$3,600.00 MTWTF--:30 \$900.00LV2 0.00 NM R 09/18/12 09/24/12 Filen CM 3-4p 4 Ellen **ELLEN** Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 09/18/12 09/24/12 MTWTF--\$900.00 0.00 09/16/12 09/23/12 Sun 530-6p Ins Ed Wkn&M 530-6p ----s :30 \$550.00LV1 0.00 NM 2 \$1,100.00 Inside Edition Wknd **INSIDE EDITION** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 09/10/12 09/16/12 ----5 \$550.00 0.00 ----s Week: 09/17/12 09/23/12 \$550.00 0.00 09/18/12 09/24/12 8 News Now 4p M-F CM 4-5p MTWTF--:30 4 \$1,100.00LV1 0.00 NM \$4,400.00 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM **End Date** Weekdays Start Date Spots/Week Rate Rating MTWTF--Week: 09/18/12 09/24/12 \$1,100.00 0.00 M----2 \$1,300.00LV1 E 10 09/24/12 09/24/12 8 News Now 5-630p M-FCM 5-630p :30 0.00 NM 2 \$2,600.00 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/18/12 09/24/12 M----2 \$1,300.00 0.00 09/16/12 09/16/12 8 News Now Sun 5-7p 5-7p ----s :30 1 \$2,500.00LV1 0.00 NM \$2,500.00 E 11 8 CM 8 News Now Sun 5-7p (5:00 PM-5:30 PM) 8 NEWS NOW AT 5PM-SUN Start Date End Date Weekdays Spots/Week Rate <u>Rating</u> Week: 09/10/12 09/16/12 1 \$2,500,00 0.00 **Spot** Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type 8 09/10/12-09/16/12 8 News Now Sun 5-7p (5:00 PM-5:30 P----Su :30(\$2,500.00) 0.00 NM 1 5-7p See MG 11.2 8 09/16/12-09/16/12 8 News Now Sun 5-7p 430-5p (4:30 PM-5:00 P----Su :30 \$2,500.00 0.00 NM MG for 11.1 09/16 aired in program ordered ----s 09/23/12 09/23/12 8 News Now Sun 5-7p CM :30 1 \$2,500.00LV1 0.00 NM \$2,500.00 E 12 5-7p (6:30 PM-7:00 PM) 8 News Now Sun 5-7p 8 NEWS NOW AT 630PM-SUN Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating 09/23/12 ----S \$2,500.00 0.00 Week: 09/17/12 M----09/24/12 09/24/12 8 News Now 11p M-F CM :30 1 \$1,900.00LV1 0.00 NM \$1,900.00 11-1135p 8 News Now 11p M-F 8 NEWS NOW AT 11PM Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 09/18/12 09/24/12 M-----\$1,900.00 0.00 09/15/12 09/23/12 11-1135P :30 \$900.00LV1 0.00 NM \$3,600,00 E 14 CM ----SS

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37244 Order / Rev: 08863936 Advertiser:

DSCC

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09/11/12 - 09/24/12

Estimate:

Product Desc: Issue 1771

KLAS

Ln Ch	n Start	End	Inventory Code		Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 11p 8 News Now Sa/s									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					ī	
Week	: 09/10/12	09/16/12	SS	2		0.00						
	: 09/17/12	09/23/12	SS	2	\$900.00	0.00					_	
E 15 8	8 09/18/1	2 09/24/12	Letterman Letterman	СМ	1135p-1237a (11:35 PM-12		:30	5	\$750.00LV1	0.00 NM	5	\$3,750.00
LAT	E SHOW W	LETTERMA			(11.001 W-12							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	09/18/12	09/24/12	MTWTF	5		0.00		- 4	4050 001111	0.00.1114		****
E 16 8	3 09/24/1	2 09/24/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:	M 37 YM)	:30	1	\$350.00LV1	0.00 NM	1	\$350.00
LAT	E LATE SHO	w	Orally I englisteri		(12.57 AW-1.	or Alvi,						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				:		
	: 09/18/12	09/24/12	M	1	\$350.00	0.00						
E 17 8	8 09/15/1	2 09/22/12	ACC Football ACC Football	СМ	930a-12n (9:00 AM-12:	SS 30 PM)	:30	2	\$750.00LV1	0.00 NM	4	\$3,000.00
CBS	S COLLEGE	FTBL-EARL			(3.00 /101-12.	30 i iviy						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	: 09/10/12	09/16/12	S-	2	•	0.00 0.00						
	: 09/17/12 3 09/17/1	09/23/12	8 News Now 6a N	1-F CM	\$750.00 6-7a	M	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
LZI	09/1//1	2 03/1//12	8 News Now 6a M		U-7 a	r-i	.50		\$300.002 ¥ 1	0.00 14101	•	Ψ000.00
8 NI	EWS NOW A	T 6A										
1011	Start Date	End Date	Weekdays M	Spots/Week	Rate	Rating						
E 22	: 09/14/12	09/20/12 2 09/17/12		7-0a CM	\$900.00 7-9a	0.00 M	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
E 22 C	09/1//1	2 09/1//12	CBS This Morning		1-34	141	.50	'	\$600.00EV1	O.OO INIVI	'	Ψ000.00
CBS	STHIS MOR	NING										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 09/14/12 3 09/17/1	09/20/12 2 09/17/12	M Ellen	CM	\$800.00 3-4p	0.00 M	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
E 23 (09/1//1	2 09/1//12	Ellen	CIVI	3-4p	 -	.50	'	\$500.00EV1	0.00 14101	'	ψ300.00
ELL												
Mode	Start Date	End Date	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u>	Rating						
E 24	: 09/14/12	09/20/12 2 09/17/12	8 News Now 5-63	·	\$900.00 5-630p	0.00 MF	:30	2	\$1,300.00LV1	0.00 NM	2	\$2,600.00
L24 (09/14/1	2 03/1//12	8 News Now 5-63	•	3-000p	144 1	.50	-	Ψ1,000.00EΨ1	0.00 14101		Ψ2,000.00
8 N	EWS NOW F	ROTATION										
1441	Start Date		<u>Weekdays</u> MF	Spots/Week	Rate	Rating						
E 25	: 09/14/12	09/20/12 2 09/14/12		CM	\$1,300.00 1135p-1237a	0.00	:30	1	\$750.00LV1	O OO NM	1	\$750.00
E 25 C	03/14/1	2 03/14/12	Letterman	CIVI	1135p-1237a		.50	•	\$750.00EV1	0.00 14101		\$750.00
LAT	E SHOW W	LETTERMA	N									
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 09/14/12 B 09/24/1	09/20/12	8 News Now 6a N	1 //-F CM	\$750.00 6-7a	0.00 M	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
11 20	0 03/24/1	2 03/24/12	8 News Now 6a N		0-7a	141	.30	'	\$900.00EV1	O.OO INIVI		φ900.00
8 N	EWS NOW A	AT 6A										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	: 09/24/12	09/30/12	CBS This Marning	1 7.00 CM	\$900.00 7-9a	0.00	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
N 27 8	0 03/24/1	2 09/24/12	CBS This Morning	-	1-3a	M	.50	'	\$600.00EV1	O.OO INIVI	. '	\$500.00
CBS	S THIS MOR	NING		3								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	-	Rating						
	: 09/24/12	09/30/12 2 09/17/12	M	1 CM	\$800.00 10-11p	0.00	:30	4	\$10,000.00LV1	0.00 NM	1	\$10,000.00
N 28	8 09/17/1	2 08/1//12	Mon 10-11p Hawaii Five-O	CIVI	10-11þ	М	.30	1	φ 10,000.00 LV I	U.UU INIVI	l '	φ10,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					l	
Week	: 09/17/12	09/23/12	M		\$10,000.00	0.00					Ī	
N 29	8 09/14/1	2 09/21/12		CM	8-9p	F	:30	1	\$7,875.00LV1	0.00 NM	2	\$15,750.00

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Product Desc: Estimate:

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Ln Ch Start	End	Inventory Code	Break	Start/End	I Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
		Fri 8-9p Undercover Boss	i					_	
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				
Week: 09/10/12	09/16/12	F	1	\$7,875.00	0.00				
Week: 09/17/12	09/23/12	F	1	\$7,875.00	0.00				

Totals 47 \$67,900.00